

# WE DROVE OVER 1 MILLION IMPRESSIONS FOR ASCEND LEARNING

Ascend is a network of K-12 public charter schools serving 5,500 students in 15 schools across Brooklyn—New York’s most populous borough. They included OOH and OUTFRONT’s mobile network in their media mix to raise awareness about the school and recruit teachers.

## STRATEGY & TACTICS

- **Strategically Placed:** Ascend Learning utilized a mix of street level media to reach potential applicants at multiple touchpoints throughout their day.
- **Creative Excellence:** Ads were simple and included messaging saying “Ignite Curiosity” inciting the rewards of teaching. The ads drove viewers to a career site where they could apply for the open positions.
- **Proximity Targeting:** We geofenced 1-mile around Ascend Learning’s Rockaway Ave location to reach residents and commuters on their mobile devices after being primed by the OOH ads first.

**ascend**  
PUBLIC CHARTER SCHOOLS

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

## RESULTS

73%

LIFT IN CTR

5,239

CLICKS

1,000,050

IMPRESSIONS

